**Uncommercial**

Description of Project:

Many problems in our environment and society do not always receive the attention in the mass media that they really deserve. It is also well known that one of the best ways to really learn something is to have to teach it to others or present it to an audience. Student teams conceive, plan and produce "Uncommericals," compelling short desktop movie stories that can show more of what they know, while providing inside looks into topics of strong emotional, as well as social, interest. Making desktop movies helps students learn to create new knowledge through the effective use of technology for research, visualization, and communication of knowledge to peers, mentors, and experts.

The Task:

The following are just a few of many sample situations for creating and producing "Uncommercial" desktop movies. The actual topic is developed by students, based on issues which really interest them and perhaps have encountered in other classes. Uncommercials are typically designed to be short (e.g., 30 seconds to 2 minutes, similar to PSAs or TV commercials), reflecting strong background research, creative and carefully edited video, stills, and titles/graphic screens, and appropriate audio/music or narration tracks, all designed to produce an informative and emotionally impactful "story" and message.

Internet Safety issues

Pollution: Our landfills are almost full. We produce too much trash. Over-packaging of products is a major contributor to the solid waste problem. If we would all make rationale choices as consumers, the solid waste problem could be reduced.

Teen Drunk Driving: Teen drunk driving is a national problem that takes the lives of thousands of teens (and others) each year. How do we raise the awareness of teens about the dangers of driving under the influence of alcohol and prevent the senseless tragedies that result from drunk driving?

Homelessness: Homelessness is a major social problem. Although the topic is covered in the media, most students are unaware of the growing problem of teen homelessness. We plan to raise the awareness of our peers to the difficulties faced by homeless teens by putting this social problem in the "personal" terms of vignettes from one homeless girl's life.

Some Uncommercials may need to have original video shot on location; others may not use any live video, but rather, edit together existing stills, video clips, and title screens reflecting research data (all of which may be done in classrooms or computer/media labs with access to the Internet).

Big Ideas/Essential Learnings:

The following are some of the learning goals of student-developed Uncommercials, both for individual students and collaboration in design/production teams:

\* Students integrate knowledge from various disciplines in completion of project.

\* Students use creative thinking skills in completion of project.

\* Students use appropriate problem-solving skills.

\* Students use effective research skills.

\* Students engage in self-reflection and self-evaluation.

\* Students use appropriate communication skills in completion of project.

\* Students use appropriate technology skills in completion of project.

Assessment:

Assessments and rubrics for student Uncommercials" are included at the website at http://ali.apple.com/standards/example2.lasso. In addition the following multimedia project rubric may be helpful: